

INITIATION REPORT



Mural in the Plan Area on the Corner of Orange and Butler



INITIATION REPORT

DECEMBER 2019

Alternate formats of this document will be provided by the City upon request.

To request alternate formats contact:

Shannon M. Mulhall, Certified Americans with Disabilities Act Coordinator at (559) 621-8716.

TABLE OF CONTENTS

| | | |
|-----|---|----|
| 1.1 | Introduction..... | 2 |
| 1.2 | Context..... | 4 |
| 1.3 | Drafting Guiding Principles..... | 8 |
| 1.4 | Big Ideas & Focus Areas for Change..... | 12 |
| 1.5 | Land Use Maps..... | 36 |

LIST OF FIGURES

| | | |
|----------|--|----|
| Figure 1 | Central Southeast Specific Plan Area Map..... | 5 |
| Figure 2 | Central Southeast Specific Plan Regional Map..... | 6 |
| Figure 3 | Central Southeast Specific Plan Big Ideas Map..... | 13 |
| Figure 4 | Central Southeast Specific Plan Current Land Use Map..... | 39 |
| Figure 5 | Central Southeast Specific Plan Proposed Land Use Map..... | 40 |

LIST OF TABLES

| | | |
|---------|-----------------------------------|----|
| Table 1 | Land Use Descriptions..... | 37 |
| Table 2 | Land Use Percentage Changes | 41 |

Project staff would like to express sincere appreciation for use off all images in this document. Appropriate credits will be include in the Final Central Southeast Specific Plan.

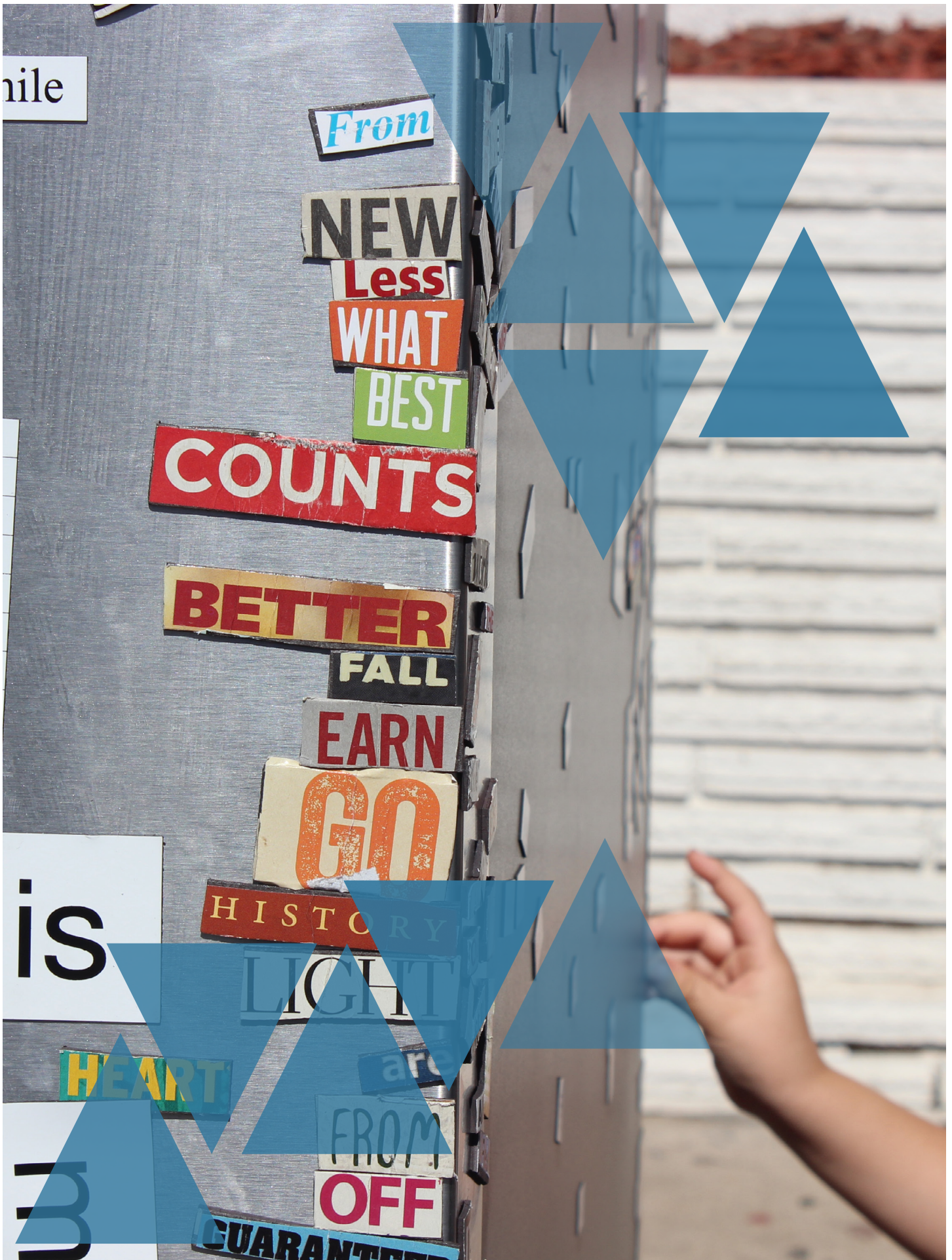


Bicyclist on King Canyon

1.1 Introduction

This report summarizes the initiation elements of Central Southeast Specific Plan (Plan), as developed, reviewed, and refined by the community and Steering Committee. A key step in the Plan process is determining the community's vision of the Plan area and the preferred land use scenario for future development. The elements of this report should be considered the “vision” for the area and the underlying foundation for the Plan. In Figure 2 the regional location of the Plan is shown and in Figure 1 the Plan area is shown with key points of interest identified within the planning boundary. This report includes:

- The Draft Guiding Principles (Section 1.3) that serve as the framework for the development of the Big Ideas and the Proposed Land Use Map;
- A set of design concepts (Section 1.4) for key opportunity areas identified by the community and the Steering Committee. The concepts are branded as the Plan's Big Ideas. These ideas are the basis for the Proposed Land Uses as well;
- A set of land use maps (Section 1.5), one current and one proposed, with the areas of change highlighted in both for comparisons. This section also includes a table that compares the acreage for each land use designations in the current and proposed land uses maps.



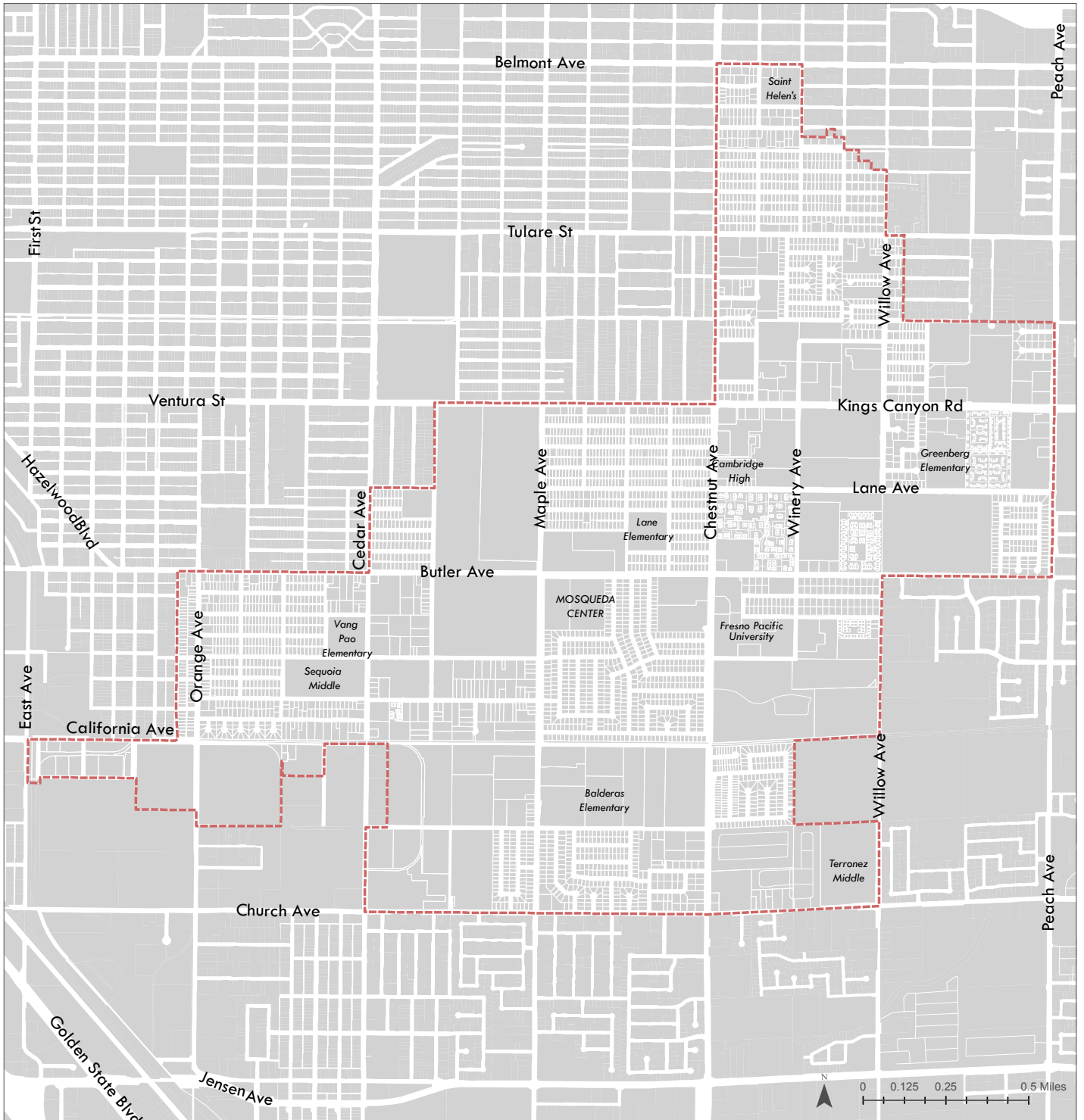
Public Activity at CenCalVia on King Canyon

1.2 Context

Like most areas in Fresno, the Southeast Fresno area was initially agricultural land. The area has gradually transitioned to include residential, industrial, educational, and commercial uses. Today, the Plan area includes 30,624 people and 9,150 homes, characterized by a mix of suburban housing developments, industrial uses, public facilities, and vacant land. The Plan area includes several economically disadvantaged portions of Fresno, and is marked by areas of disinvestment and blight. The Plan area is also one of the most diverse areas in Fresno in terms of demographics, economics, and cultural amenities with a rich set of services for all Fresno residents. The purpose of the Plan is to shape the places where residents live, work, shop and play, prioritize public services and infrastructure investments, and guide the types and intensity of new development in Southeast Fresno.

The Plan area as shown in Figure 1, covers over 2,200 acres (3.4 square miles) just east and southeast of Downtown and is bounded by Belmont Ave to the north, Orange Ave to the west, Church Ave to the south, and Peach Ave to the east. The Plan's name relates to its location in the southern and central area of Fresno as shown in Figure 2. Portions of the figures and graphics in this document show land within in the Sphere of Influence as a matter of good planning, but the scope of the Plan, including the environmental assessment, only includes land within the current Fresno City Limits.

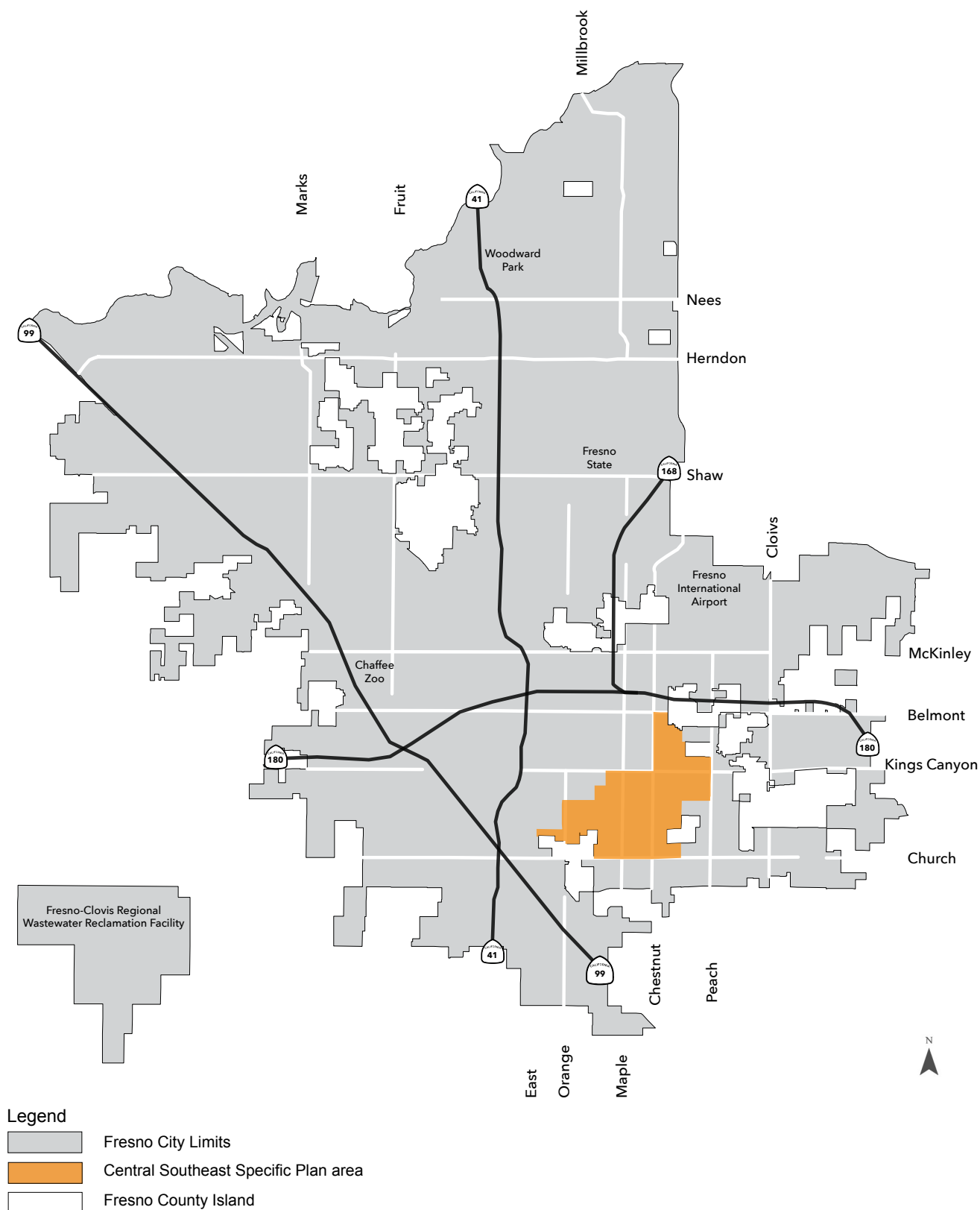
Figure 1- Central Southeast Specific Plan Area Map



Legend

- - - Central Southeast Specific Plan Area Boundary

Figure 2- Central Southeast Specific Plan Regional Map





Workshop with Fresno Pacific University Students

1.3 Draft Guiding Principles

The Draft Guiding Principles below provide the foundation of the Plan. During the first stages of the planning process data was collected on the existing conditions and the community provided input on issues and opportunities in the Plan area. From these efforts the Draft Guiding Principles were created with direction from community members and the Steering Committee. The Draft Guiding Principles also provided a framework for the development of the Big Ideas (Section 1.4) and the Proposed Land Uses (Section 1.5, Figure 5).

Emphasize cultural diversity.

- Protect and enhance the diverse cultures and ethnicities in Central Southeast Fresno through historic preservation and recording of history, supporting multi-cultural events, protecting diverse retail establishments and promoting racial tolerance. This will allow all people, regardless of race, class, income or age, to thrive in Central Southeast Fresno.

Keep the engaged population active.

- Continue the community's history of having an active and engaged citizenry through the Specific Plan process. This includes engaging residents in the decision-making process, building capacity to implement the vision of the community, and engaging youth in civic activities.

Support the underserved.

- Protect and celebrate Central Southeast residents' willingness to help one another and support those in need.

Preserve strong and unique neighborhoods.

- Central Southeast Fresno has some of the most unique and diverse neighborhoods in the city. Preserve the character, identity and sense of place. As part of the process, strive to protect the character of neighborhoods while allowing for growth and change over time.

Protect housing affordability and minimize displacement.

- Protect existing housing affordability and reduce the potential for the displacement of current residents as the area reaches its full potential. Strategies include supporting both market rate and affordable housing and creating more housing choice in the neighborhood to serve a diverse demographic of new and existing residents.



Bicyclist at CenCalVia on King Canyon

Enhance connections to Downtown.

- Build upon Central Southeast Fresno's strategic location in proximity to Downtown to enhance access to jobs, services, cultural and other community amenities.

Improve safety.

- Improve safety in and around Central Southeast Fresno through a range of strategies including increased pedestrian activity, more "eyes on the street", community policing, better lighting, activation of vacant spaces, and an increased sense of ownership and stewardship by residents, workers, and visitors.

Enhance mobility and improve connectivity.

- Improve pedestrian, bicycle, transit, and vehicle connections with a focus on improving transportation safety (especially around schools and parks) and inexpensive mobility choices. Expand transit service to ensure that residents can quickly and easily access jobs and services throughout the city. Support the recent Bus Rapid Transit (BRT) investment along Kings Canyon Rd as an important strategy to better connect residents to jobs and services in Downtown and other parts of the city.

Expand access to educational opportunities.

- Seek to improve educational opportunities for residents of all ages. This includes improving youth education to expand access to opportunity, providing vocational training, and supporting on-the-job training at local businesses. As part of this strategy, partner with local educational institutions to ensure access for Central Southeast Fresno residents.

Support economic vitality.

- Encourage an environment where diverse businesses can flourish and thrive. Expand job opportunities, workforce training programs, and support for local businesses.

Reduce pollution and protect environmental health.

- Improve air quality by supporting innovative programs for environmental sustainability and increase resilience of the community against hazards. Protect residents from the adverse health impacts of nearby industrial land uses.

Support health and equity.

- Promote equity, health, and well-being by providing a range of community services and access to healthcare, recreational opportunities, and healthy food options. Encourage the development of grocery stores, farmer's markets, and community farming.

Build and improve parks and community facilities.

- Seek new ways to fund park maintenance and plan for new neighborhood parks, community facilities, and other public spaces that will provide a place for the community to gather, socialize, and play.

Invest in maintenance and beautification.

- Invest in maintaining and cleaning streets and public spaces. Improve walkability, sense of place, public spaces, and community aesthetics through landscaping, streetscape treatments, and façade improvements. Create a welcoming community that is clean, safe, and inviting.

Encourage continued and expanded

diversity of uses.

- Support a diverse mix of uses including retail, jobs, services, housing, civic spaces, and community facilities, particularly along Kings Canyon Rd, in neighborhood retail areas and in non-residential areas. Encourage retention of key retail and ethnic establishments while introducing more varied essential goods and services.

Utilize the Fairgrounds.

- Support existing events and encourage new events and flexible or temporary uses that will activate the Fresno Fairgrounds year-round, attract both local and regional populations, and provide a long-term and tangible benefit for Central Southeast Fresno residents.



Outreach Activity at a Elementary School in the Plan Area



Attendees at CenCalVia on King Canyon

1.4 Big Ideas & Focus Areas for Change

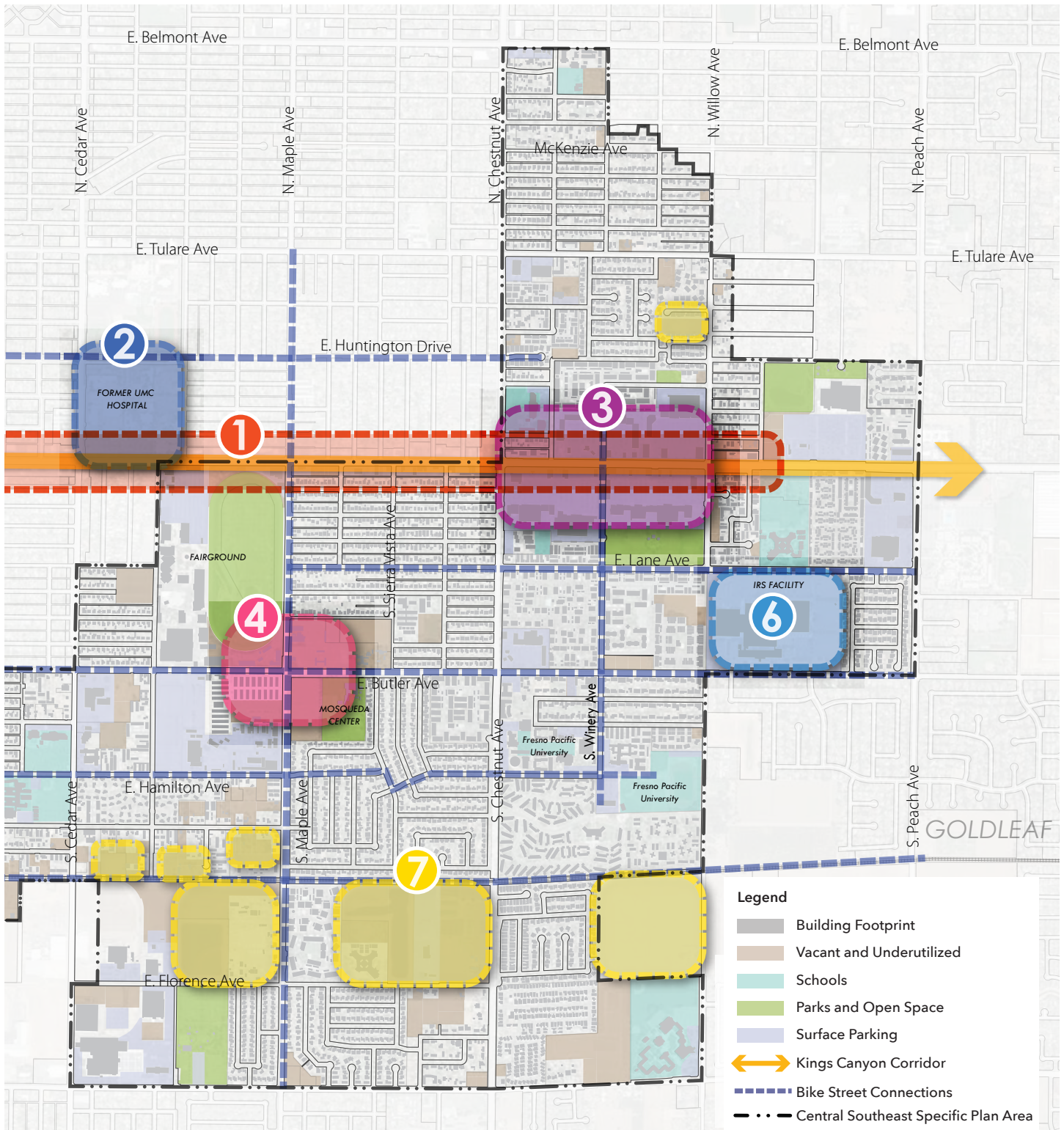
A four-day charrette was conducted to gather input from the Steering Committee and community members. The outcome of that time together was the identification of key opportunity areas and accompanying design concepts that reflect community desires. These concepts, which became known as the “Big Ideas”, were presented at a Steering Committee meeting, a community workshop and several mobile workshops. A brief description of the nine Big Ideas along with a depiction of where they apply in the Plan area are in Figure 3. Following Figure 3 are further elaboration of each of the nine Big Ideas.

Figure 3- Central Southeast Specific Plan Big Ideas Map

Key:

- 1 Kings Canyon Corridor:**
International Food Experience
- 2 Former UMC Hospital:**
Sr Housing / Continuum of Care
- 3 Shopping Center/ Mixed-Use:**
International Food Experience
- 4 Maple / Butler Center:**
Cultural & Community Recreation
- 5 Orange "Main Street":**
Neighborhood Gathering Place
- 6 IRS Education / Tech Hub:**
Employment Development
- 7 Neighborhood Infill:**
Connecting / Completing
- 8 Business Park Employment:**
Transition from Heavy Industrial
- 9 Bike Street Connections:**
Network of Complete Streets







CURRENT CONDITION



STREET IMPROVEMENTS



FULL TRANSFORMATION

1. Kings Canyon Corridor

Transform Kings Canyon from an old auto highway through town into a unique, walkable, and vibrant mixed use corridor focusing on cultural and food establishments. Potential transformation through facade updates, street improvements and new development is shown in these design concepts.

IMPROVE BIKE LANES AND MEDIAN ISLANDS



IMPROVE ARCHITECTURE AND PUBLIC SPACES



IMPROVE LANDSCAPE



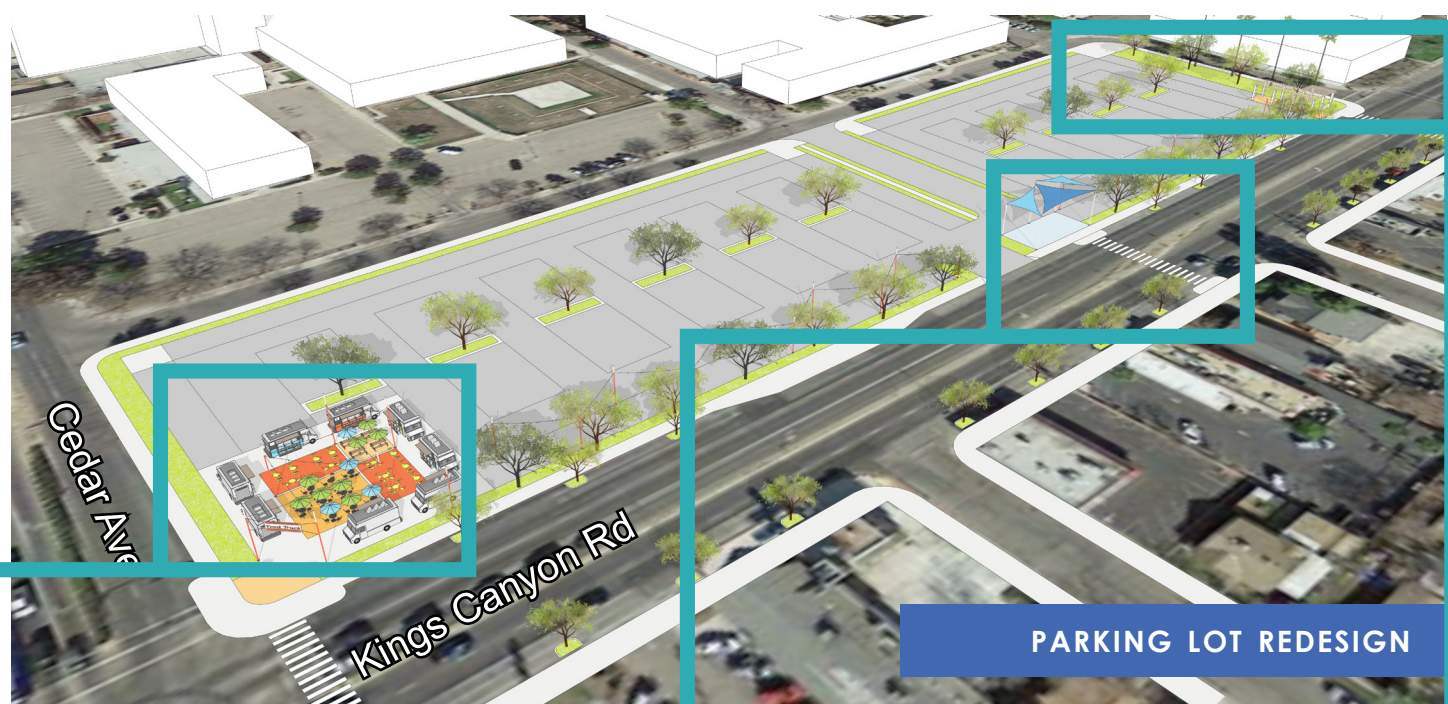
ADD MIXED-USE BUILDINGS

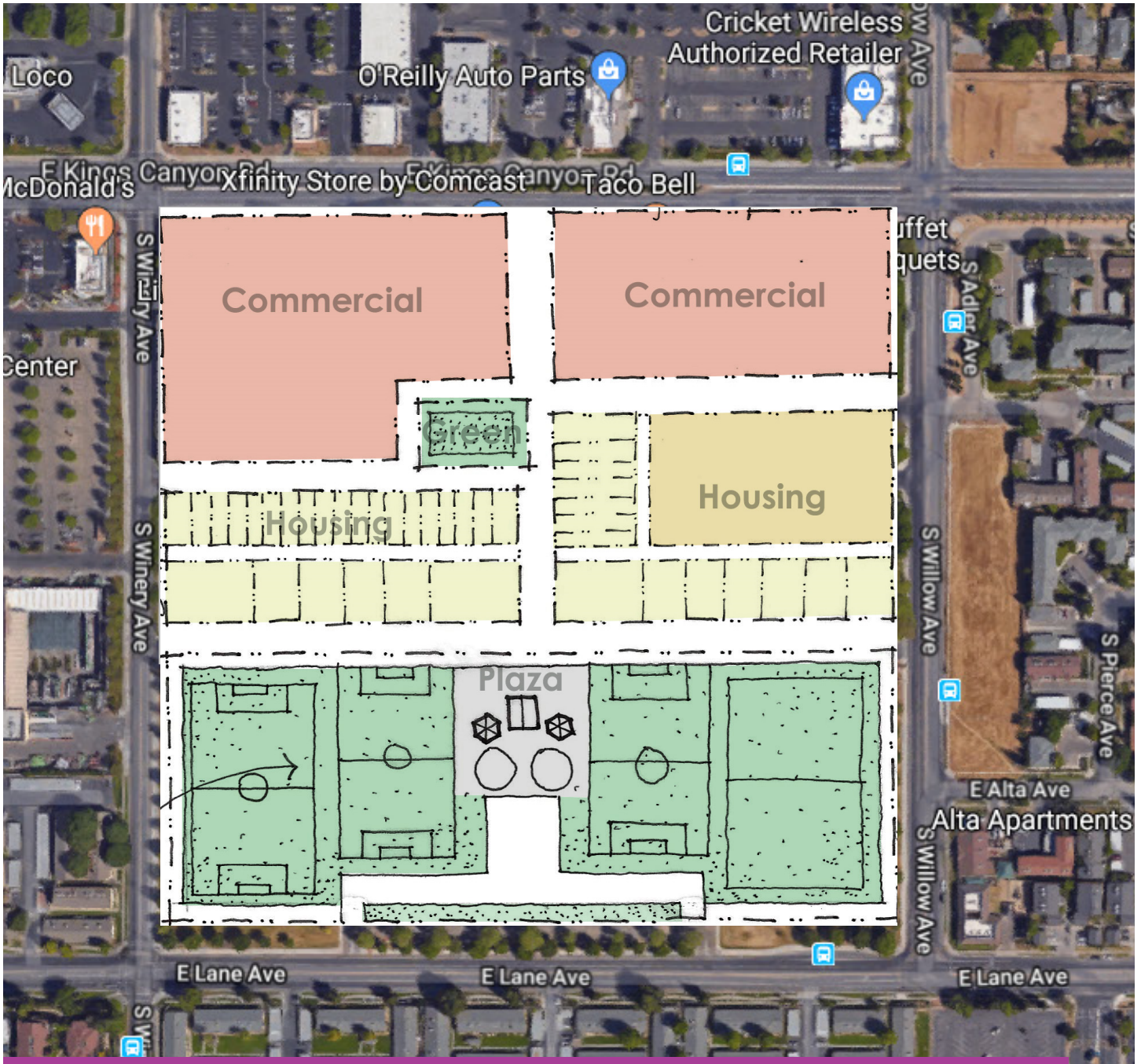




2. Former UMC Hospital Site

Redevelop the former University Medical Center (UMC) hospital with senior housing and a continuum of care facility providing medical, behavioral, and social services. Activate the parking lot along King Canyon through the creation of temporary public space and improved pedestrian elements.

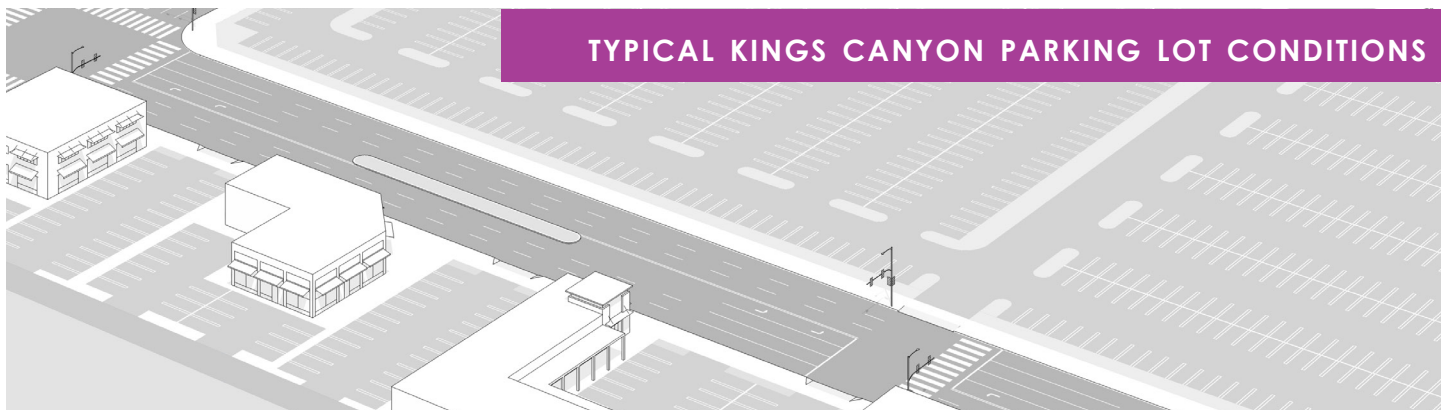




3. Shopping Center/ Mixed-use

Turn Asian Village into a regional destination for ethnic food and entertainment through public realm improvements and programming. Strengthen the King Canyon BRT Corridor through redevelopment of parking lots along King Canyon with multi-family housing and pedestrian oriented commercial development.

TYPICAL KINGS CANYON PARKING LOT CONDITIONS



STREET IMPROVEMENTS



INFILL



INFILL CLOSEUP





4. Maple/ Butler Center

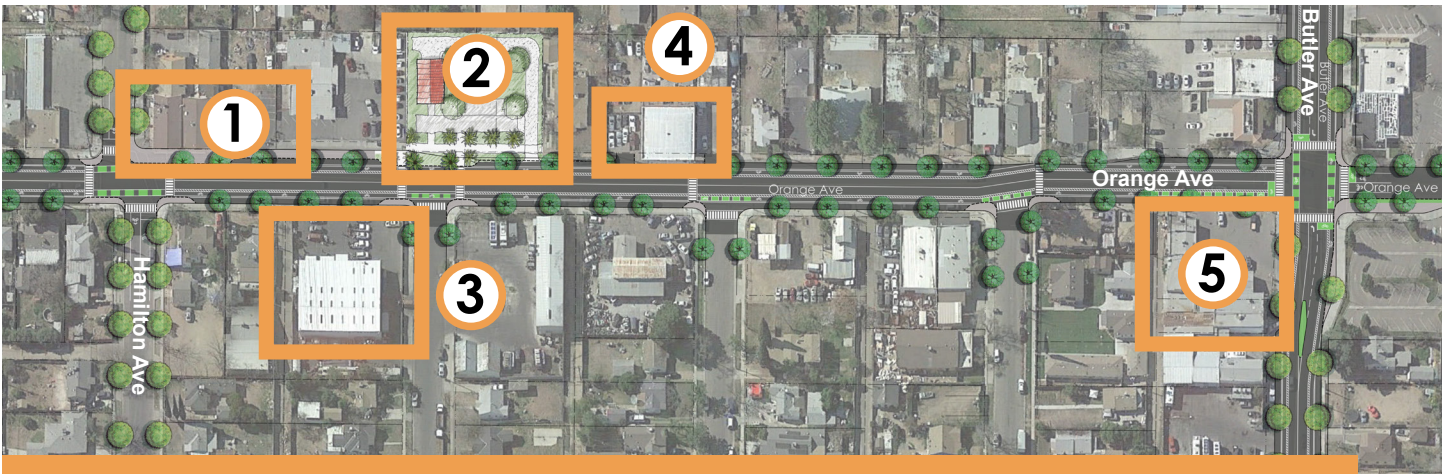
Build upon existing successful amenities in the area such as the Mosqueda Center and Fresno Fairgrounds to turn this area into a hub for cultural activities and community recreation. Activate vacant properties with temporary uses until development occurs.



POTENTIAL TEMPORARY EVENTS



POTENTIAL TEMPORARY USE



5. Orange “Main Street”

Streetscape and frontage improvements could transform Orange Ave into a charming neighborhood “main” street with shops, restaurants, and outdoor seating.

1



GROCERY STORE & STREET IMPROVEMENTS

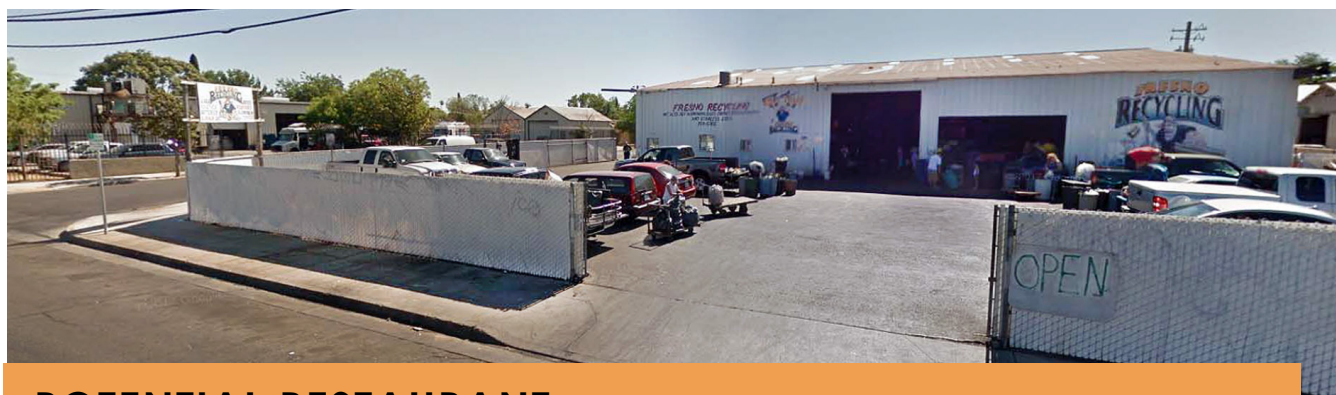


2



COMMUNITY PLAZA

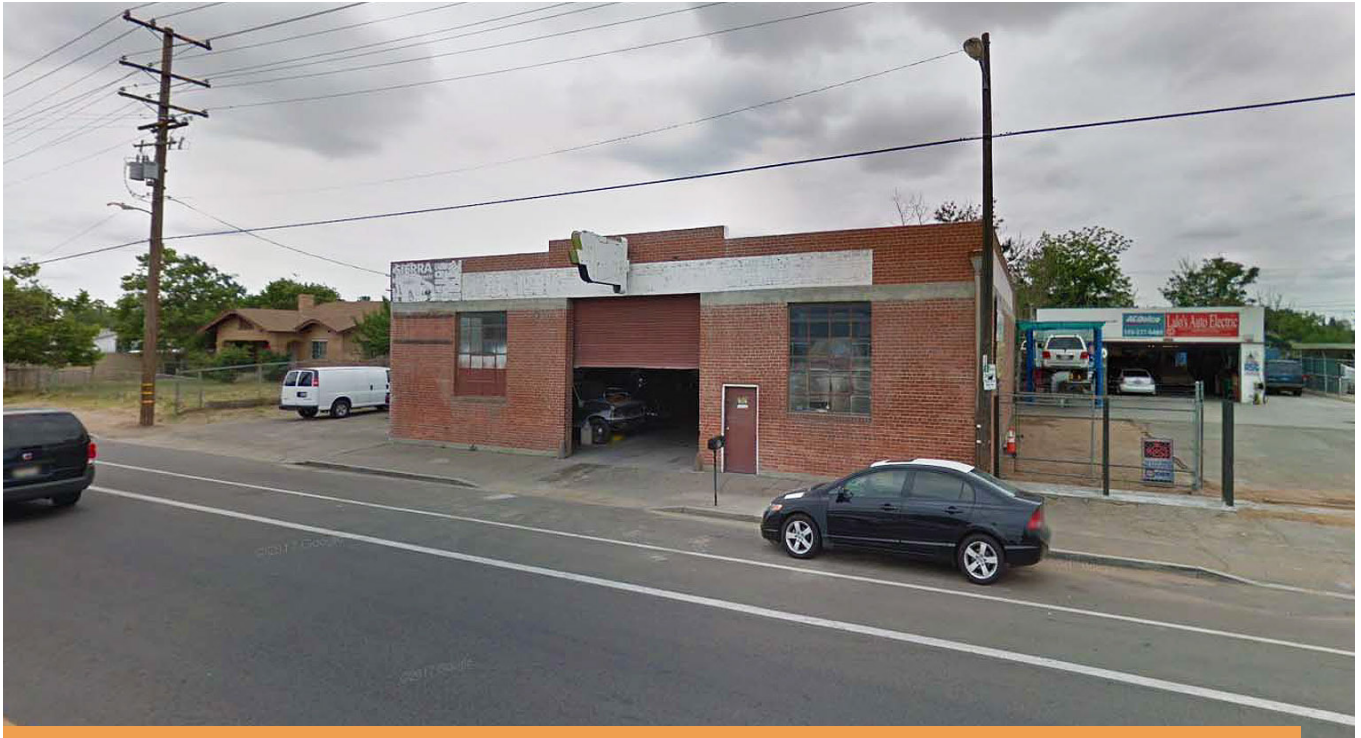
3



POTENTIAL RESTAURANT



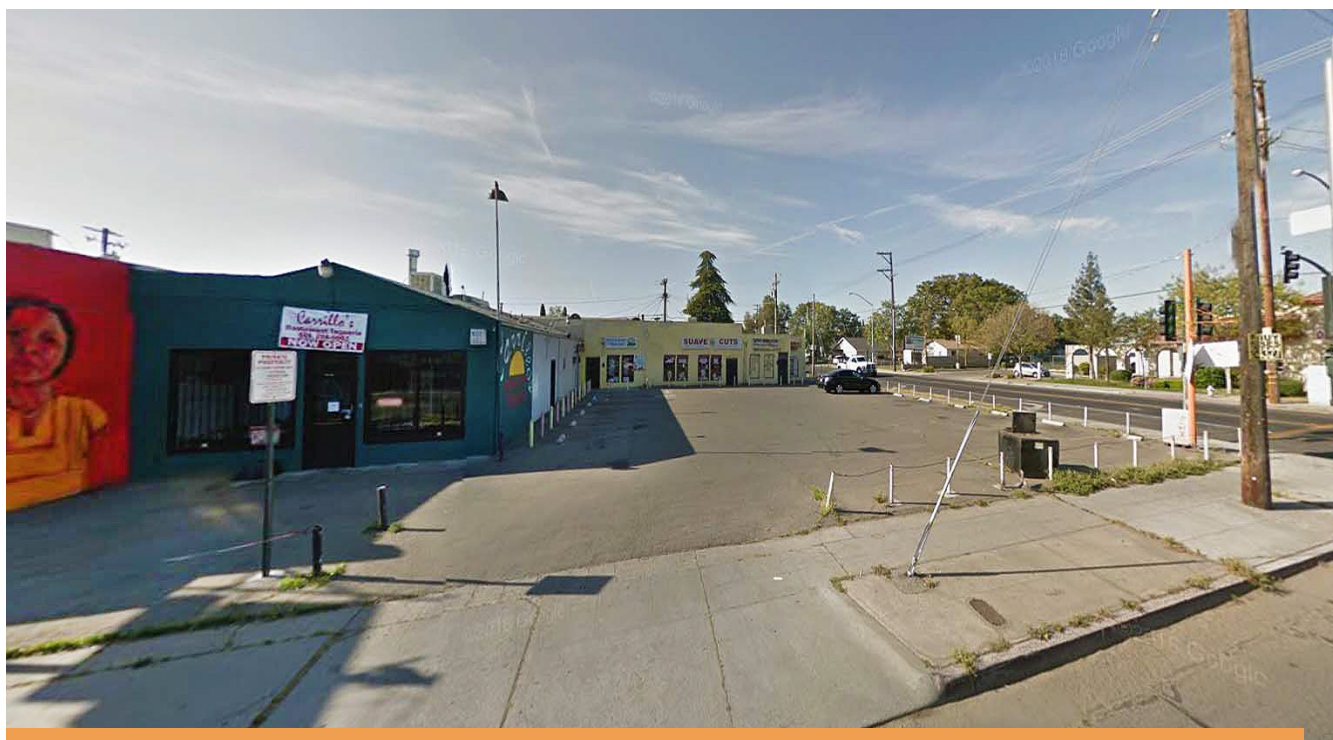
4



POTENTIAL JOB INCUBATOR



5



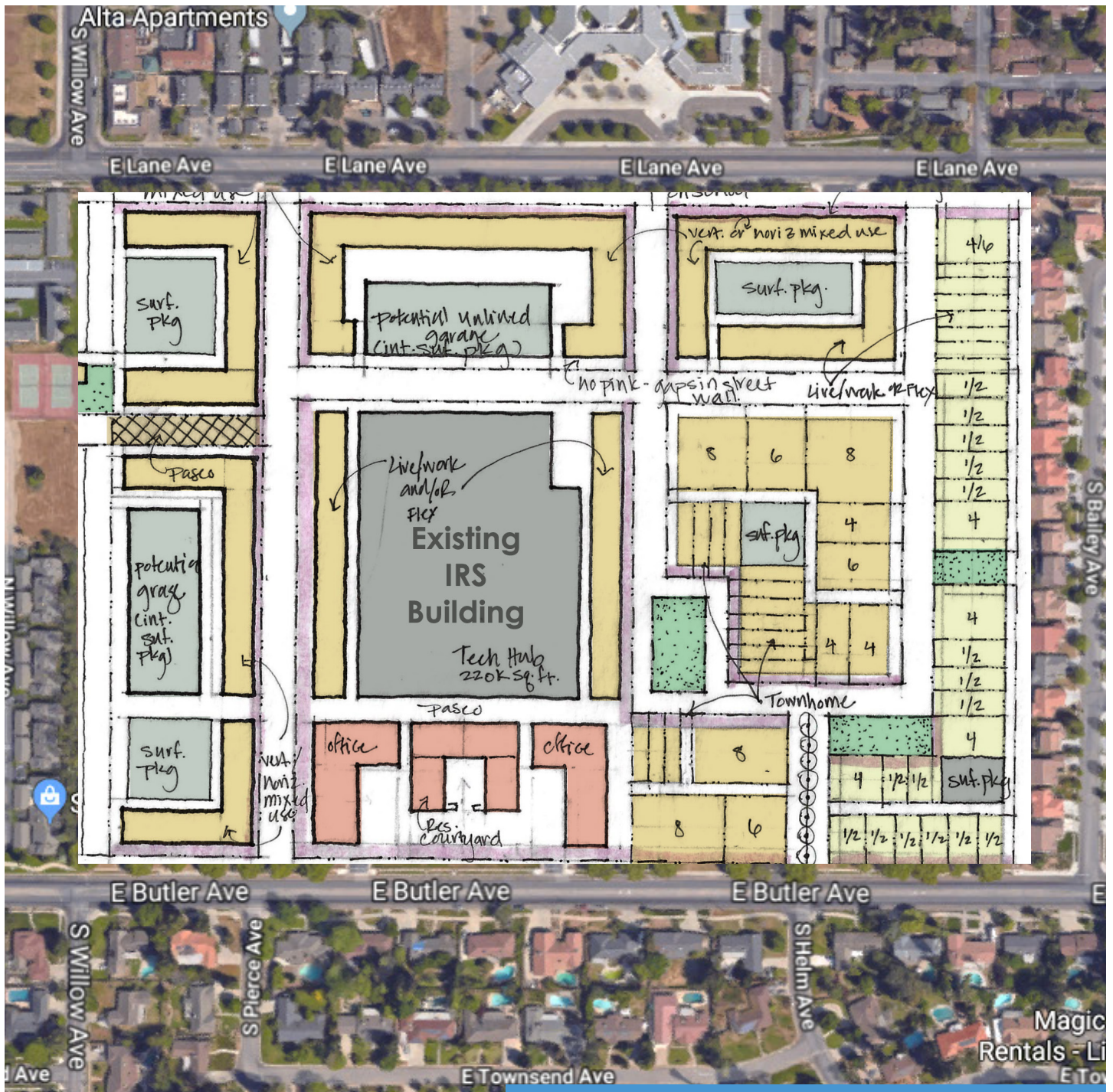
PARKING LOT AND STREET IMPROVEMENTS





6. IRS Education/ Tech Hub

Redevelop the Internal Revenue Service (IRS) site as a tech-centered employment or education campus that could provide new jobs, commercial space, amenities, and residences for workers or students as well as the surrounding community.



PROPOSED SITE DESIGN



7. Neighborhood Infill

Large vacant and underutilized parcels of in the Plan area are poised for new housing development for a range of household types. These images show a potential range of household types including potential alley activation through tiny homes.



POTENTIAL ALLEY FACING HOMES





8. Business Park/ Employment

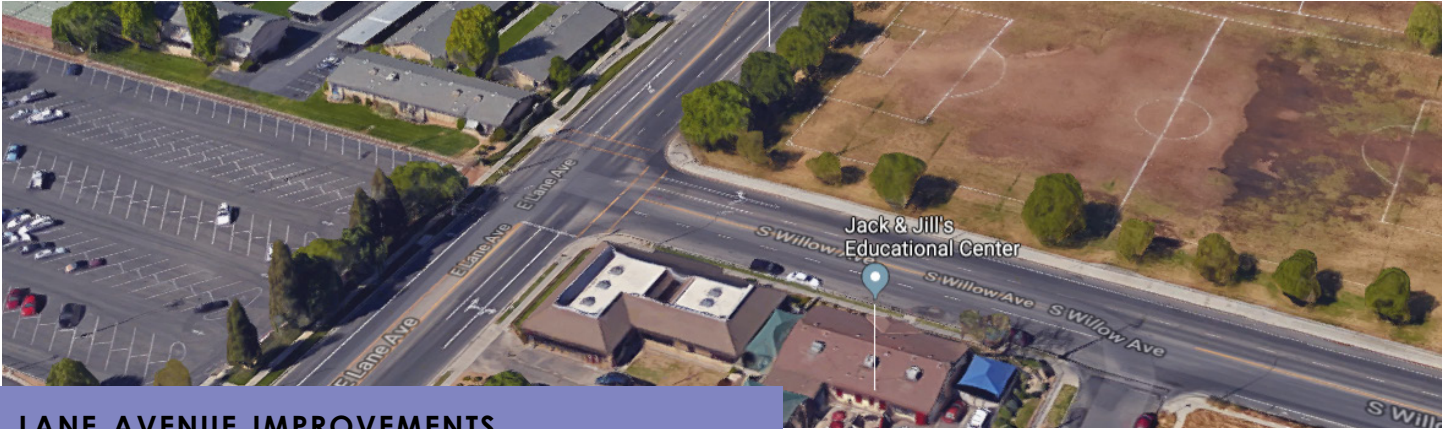
Introduce smaller-scale employment generating uses (light industrial/ business park/office) and job training centers to provide a transition between heavy industrial uses and residential neighborhoods. During the development of the Proposed Land Use Map the Steering voted to use the office designation as the land use buffer.



ORIGINAL PROPOSED LAND USE BUFFER



EXAMPLE DEVELOPMENT TYPES



LANE AVENUE IMPROVEMENTS

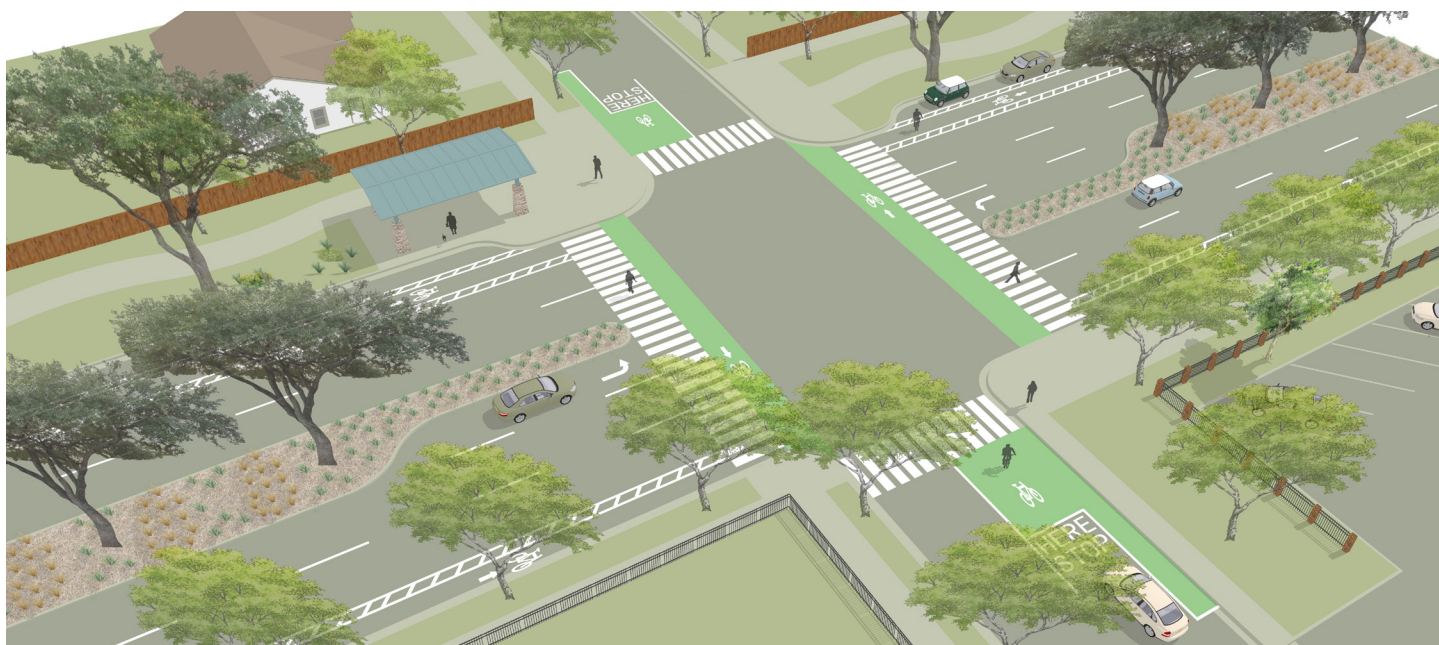
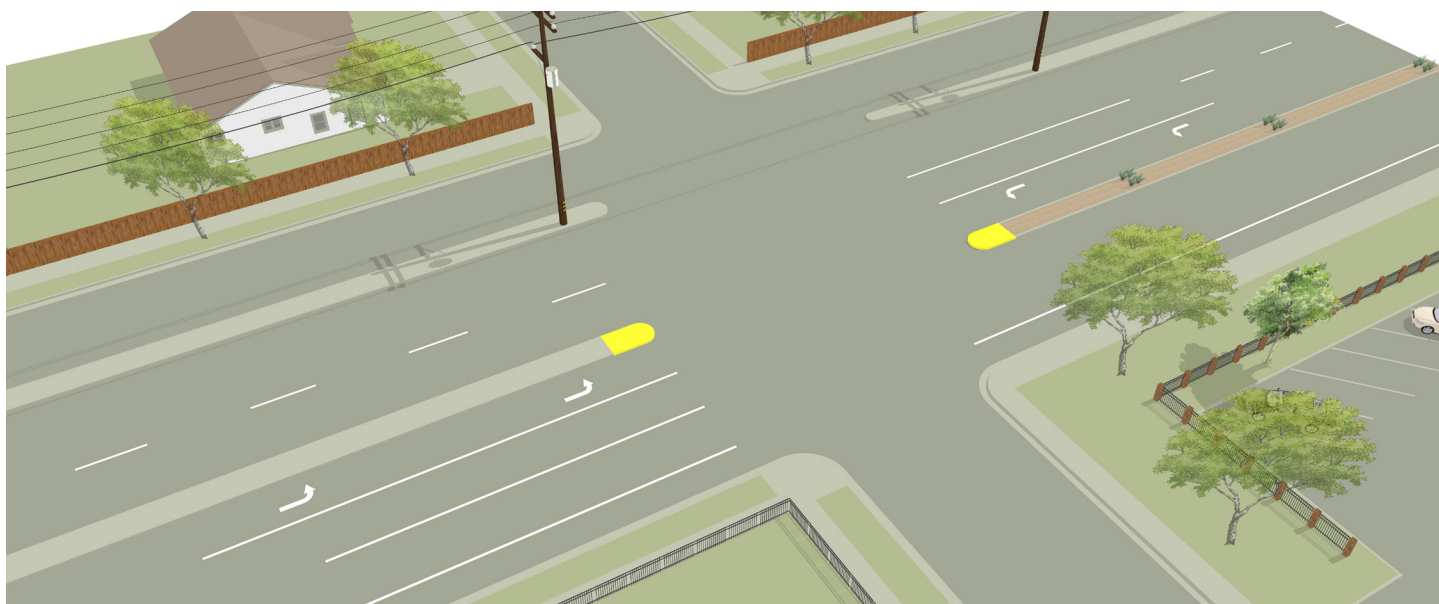


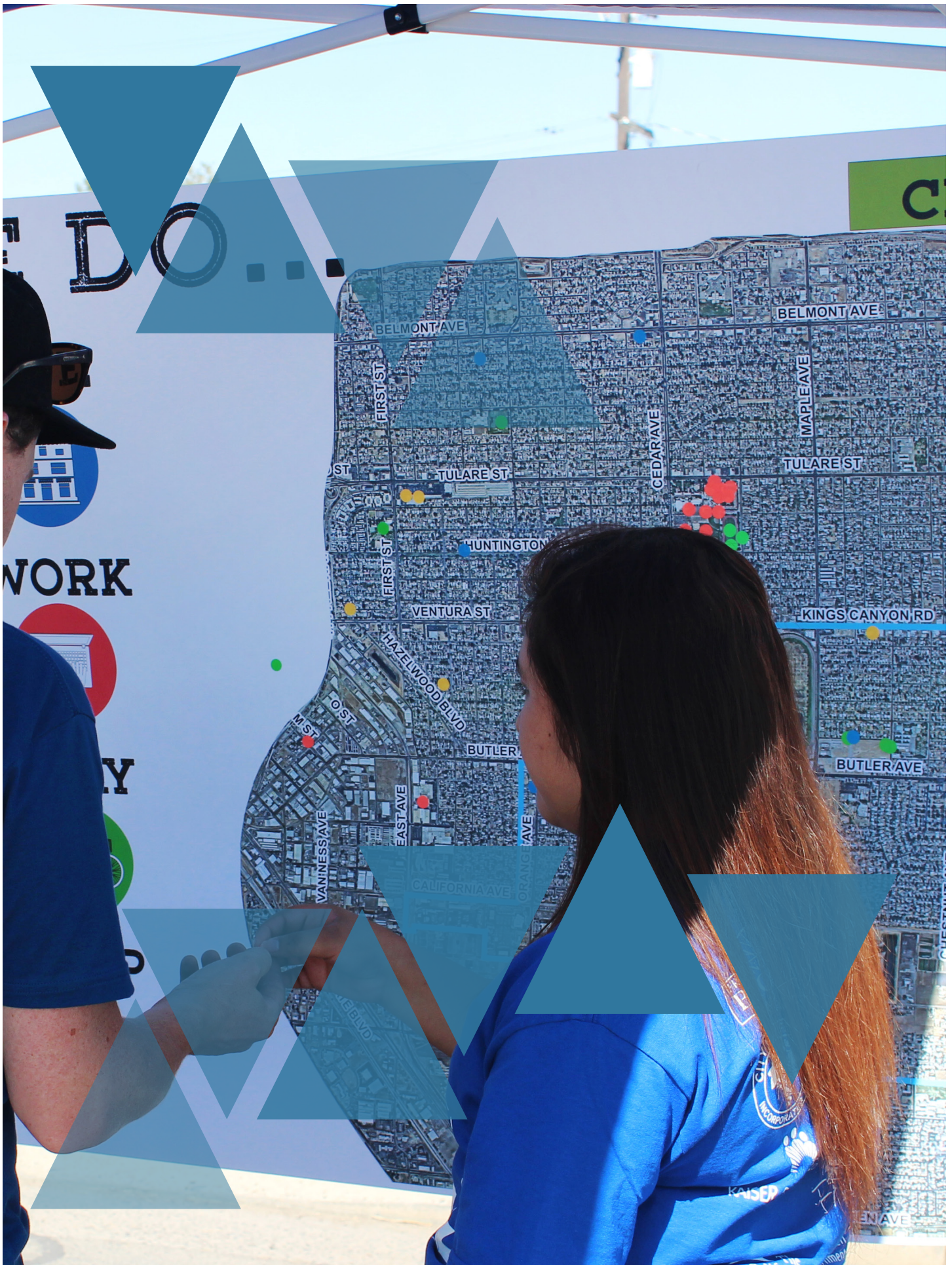
9. Complete Streets Connections

Establish a complete streets network that connects all residents with streets that focus on bike lanes, street trees, road diets and public spaces that provide opportunities for cultural activities and community recreation.



HAMILTON AVENUE IMPROVEMENTS





Public Activity at CenCalVia on King Canyon



Public Activity at CenCalVia on King Canyon

1.5 Land Use Maps

The Proposed Land Uses are shown in Figure 5 with the change areas identified with a dashed box. The Current Land Uses are shown in Figure 4 with matching dashed boxes, these land uses are from the adopted Figure LU-1: General Plan Planned Land Use and Circulation Map dated 12/9/2019. The changes were made using the Draft Guiding Principles from Section 1.2 and the Big Ideas from section 1.3. The proposed changes affect less than 10% of the total Plan area and are intended to help achieve the community's vision. On the pages following the land use maps Table 2 shows the total acreage for all land use designation in the current and proposed land use maps as well as the percentage change between the two.

There are currently no proposed circulation changes in the Plan area. The circulation map for the Plan area can be viewed in the Fresno General Plan (2014) in Figure LU-1: General Plan Land Use and Circulation Map in chapter 3 on page 3-31 and in Figure MT-1 Major Street Circulation Diagram in chapter 4 on page 4-11. Table 1 below provides descriptions and associated density/intensity of all of the land uses designations in the current and proposed land use maps.

Table 1- Land Use Descriptions

| Land Use Designation | Density/Intensity | Description |
|-----------------------------------|-------------------|---|
| Residential - Low Density | 1 - 3.5 du/acre | Large lot residential development. |
| Residential - Medium Low Density | 3.5 - 6 du/acre | Single-family detached homes. |
| Residential - Medium Density | 5 - 12 du/acre | Mix of single-family detached homes, duplexes, and townhomes. |
| Residential - Medium High Density | 12 - 16 du/acre | Mix of single-family residences and townhomes, garden apartments, and multi-family units intended to support a fine-grain, pedestrian scale. |
| Residential - Urban Neighborhood | 16 - 30 du/acre | Multi-family residences, condos, and other multi-family units intended to support a pedestrian scale. |
| Community Commercial | FAR 1.0 | Commercial development that primarily serves local needs such as convenience shopping (supermarkets, drug stores, salons) and small offices. |
| General Commercial | FAR 2.0 | Strip malls and other auto-oriented retail and service uses such as storage facilities, building material stores, equipment rental, and wholesale businesses. |
| Office | FAR 2.0 | Administrative, financial, business, professional, medical, and public offices. |
| Business Park | FAR 1.0 | Research and development, laboratories, administrative and general offices, medical offices and clinics, small-scale retail and services. |
| Light Industrial | FAR 1.5 | Range of light industrial uses, including limited manufacturing and processing, research and development, fabrication, utility equipment and service yards. |

| Land Use Designation | Density/Intensity | Description |
|-----------------------------|----------------------------|--|
| Heavy Industrial | FAR 1.5 | Broad range of industrial uses including manufacturing, assembly, wholesaling, distribution, and storage activities. |
| Neighborhood Mixed-Use | 12 - 16 du/acre FAR 1.5 | Mixed-use districts of local-serving, pedestrian-oriented commercial, such as convenience shopping and professional offices in two- to three-story buildings. Requires a minimum of 50 percent residential uses. |
| Corridor - Center Mixed Use | 16 - 30 du/acre FAR 1.5 | Horizontal and vertical mixed-use development with ground-floor retail and upper-floor residential or offices along key circulation corridors. |
| Open Space | NA | Undeveloped park lands and permanent open spaces, including environmentally-sensitive lands, waterways, ponding basins, and wetlands. |
| Park | NA | Active and passive open spaces and multi-purpose trails, including outdoor and indoor recreation such as playing fields, trails, playgrounds, and community centers. |
| Public Facility | Varies | Public facilities, including schools, health services, and similar uses. |

Figure 4- Central Southeast Specific Plan Current Land Use Map

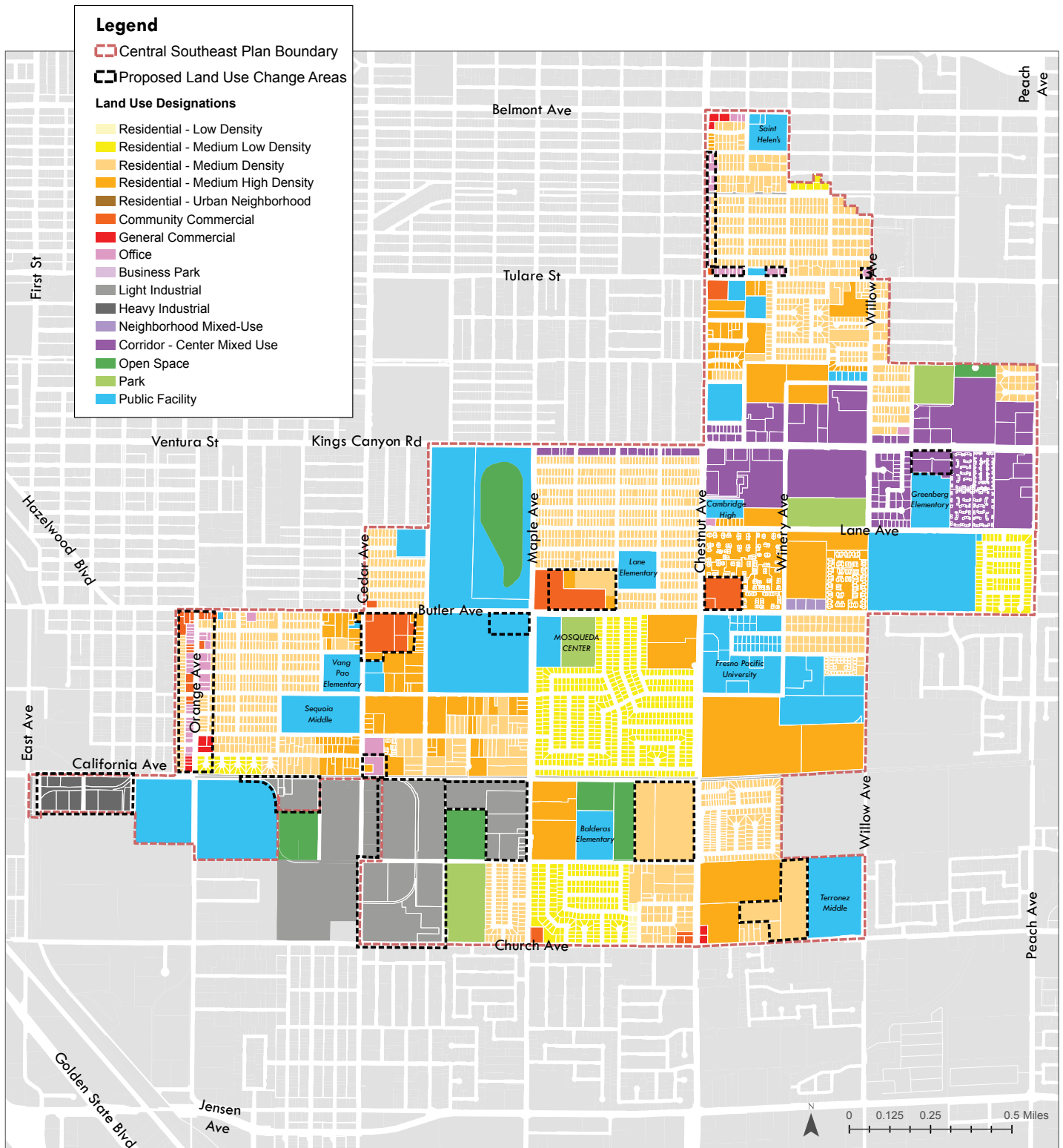


Figure 5- Central Southeast Specific Plan Proposed Land Use Map

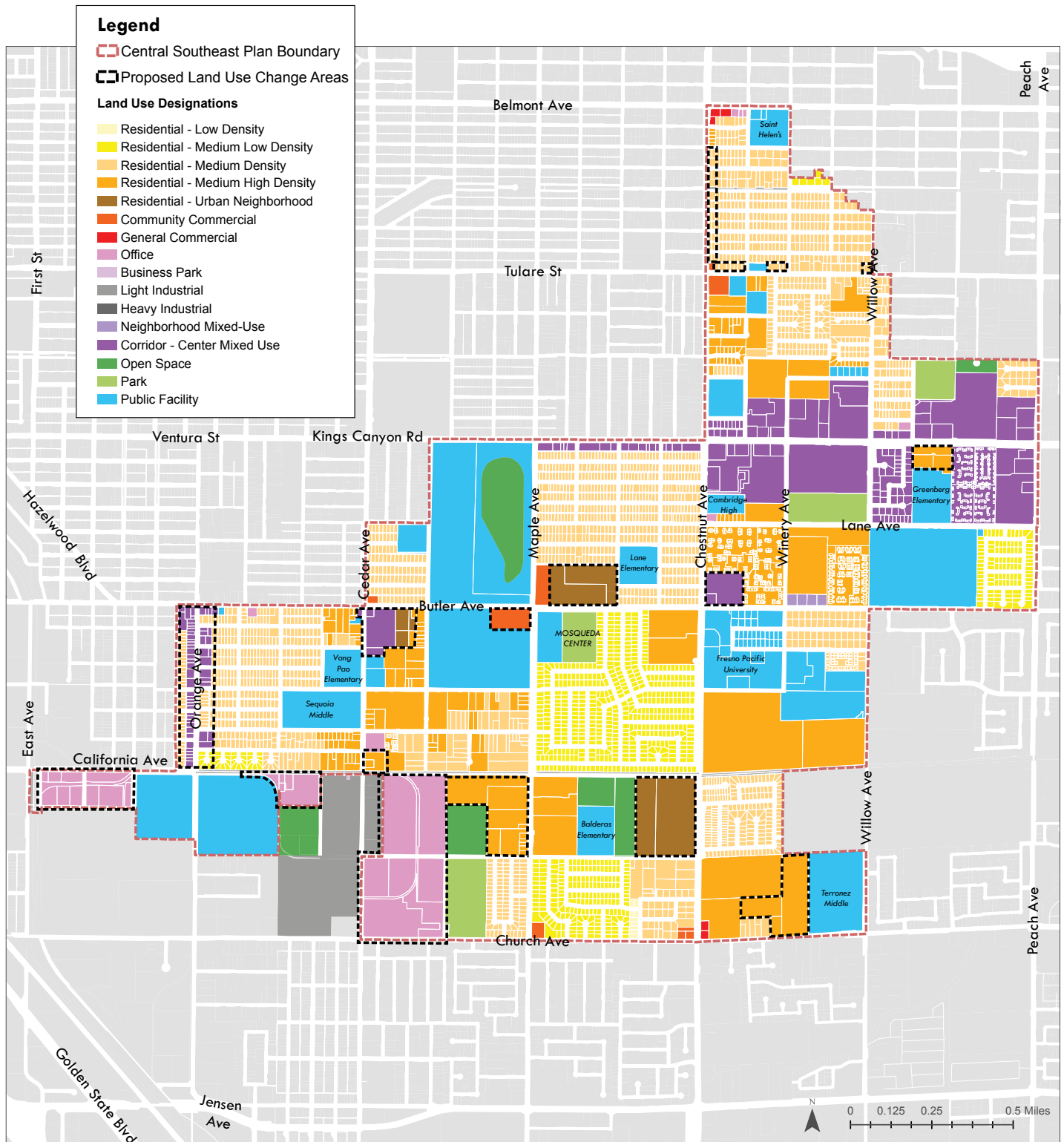


Table 2- Land Use Percentage Changes

| Land Use Designation | Current Land Use Map Acreage | Proposed Land Use Map Acreage | Percentage Change |
|-----------------------------------|------------------------------|-------------------------------|-------------------|
| Residential - Low Density | 2 Acres | 2 Acres | No Change |
| Residential - Medium Low Density | 144 Acres | 144 Acres | No Change |
| Residential - Medium Density | 468 Acres | 422 Acres | - 10% |
| Residential - Medium High Density | 293 Acres | 341 Acres | + 16% |
| Residential - Urban Neighborhood | 0 Acres | 46 Acres | + 100% |
| Community Commercial | 40 Acres | 14 Acres | - 65% |
| General Commercial | 4 Acres | 2 Acres | - 50% |
| Office | 18 Acres | 89 Acres | + 394% |
| Business Park | 0 Acres | 0 Acres | No Change |
| Light Industrial | 98 Acres | 0 Acres | - 100% |
| Heavy Industrial | 18 Acres | 0 Acres | - 100% |
| Neighborhood Mixed-Use | 3 Acres | 3 Acres | No Change |
| Corridor - Center Mixed Use | 177 Acres | 201 Acres | + 14% |
| Open Space | 53 Acres | 1.84 Acres | No Change |
| Park | 51 Acres | 1.84 Acres | No Change |
| Public Facility | 407 Acres | 402 Acres | - 1% |

